



Ecco Chamber

FORTNIGHTLY ITALIAN NEWS MADE IN
SOUTH AFRICA

APEROL APERILINK

7 APRIL 2022

QUARTERLY TRADE OVERVIEW

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Chamber's Note

Quarterly Trade Overview

Significant growth in the flow of a number of classes of food products going from South Africa to Italy has taken place over the last four years. Cereals (with an increase of 402% between 2016 and 2020), sugar and confectionery (370%), and vegetable oil (140%) have all reinforced South Africa's role as an exporter of food products to Italy and Europe. Meanwhile, seafood (€61-million/year), as well as fruit and nuts (€73-million/year), are already two of South Africa's main export categories to Italy.

An overall value of €1-billion of South African goods made their way to Italy in 2021, with metals including iron, nickel, and copper, leading the way. Particularly strong growth was displayed in the export of copper to Italy (€30-million in Q4) alongside the export of freight motor vehicles showing modest but steady growth (€13-million in Q4).

Continued positive signals for Italian exports prevailed in the second half of last year, with data reporting record monthly levels of dollar value imports from Italy into South Africa, peaking in July of 2021 at €256-million worth of imports in a single month and recording €239-million in November (the most recent information to date).

Alongside the traditional sectors of machinery, vehicles, precious stones and electrical machinery the sector of petroleum showed steep growth throughout 2021, leaping from €4-million in the third quarter of 2019 to €112-million in the same quarter of 2021. Furthermore, from Italy to South Africa, a significant increase took place in the import of aircraft, increasing by 43% between 2016 and 2020. Pharmaceutical products increased by 10% in the same period.

Foreign Direct Investment in South Africa narrowed sharply to ZAR 22.7 bn in the fourth quarter of 2021 from ZAR 557.9 billion in the previous quarter. South Africa recorded foreign direct investment inflows of ZAR 604.3 bn (\$ 41.15 bn) in 2021, a big jump from inflows of ZAR 50.4 bn in 2020, mainly influenced by technology investors Prosus acquiring about 45% of its South African parent Naspers. Meanwhile, South Africa's recent investment conference received pledges of R332-billion rand, including the announcement of [Smartway SA](#), an electronics manufacturing facility to be set up in KZN.

Italcham!

UPCOMING EVENTS

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CAPE TOWN

AN ITALIAN APERITIVO
&
BUSINESS NETWORKING

7 APRIL 2022

18 : 00

OLD TOWN ITALY,
CONSTANTIA

Tickets

R250 - Members

R400- Non-Members

*EXCLUDING VAT



**APEROL[®]
SPRITZ**



*Not for sale to persons under the age of 18

UPCOMING EVENTS



Consolato Generale d'Italia
Johannesburg

ITALIANS IN JOBURG

A cocktail party dedicated to Italian nationals
20 to 40 years old.

Entry is limited. First come, first served.
Register online by March 31, 2022.

April 7, 2022 | 6:00-9:00 PM

The Capital, 101 Katherine St, Sandown, Sandton

johannesburg.segr@esteri.it



GIOVANI
ITALO SUDAFRICANI



EU Advocacy

*European agri-food products: exporting quality, safety
and sustainability to Chinese consumers*

The European Union organised a special online seminar on EU-China agri-food trade relations, examining the safety, quality, authenticity, and sustainability of European products and their production standards, as part of its ongoing Colours by Europe Campaign in China. The EU's quality standards for agricultural food and beverage products have helped EU products build a renowned reputation worldwide while supporting the livelihoods of farmers and rural communities. Today the EU's Sanitary and Phyto-Sanitary (SPS) system for animal and plant agri-food products gives Chinese consumers one of the highest levels of SPS protection in the world and ensures that European products are safe, traceable, and of high quality.

With this month marking one year since the EU and China bilateral agreement to protect 96 European Geographical Indications (GI) in China and 100 Chinese GI in the EU against imitations and usurpation came into effect, this interactive seminar took a deep dive into the reciprocal trade benefits and demand for high-quality products that are now going from strength to strength, giving participants valuable insights into how their business can leverage the safety, quality, authenticity, and sustainability of European products to win loyal customers in China.

Attended by His Excellency Mr. Chapuis, Ambassador of the European Union to China, Chinese ministry representatives, and industry experts who presented valuable insights into the latest challenges and opportunities for boosting bilateral trade, including the EU's Geographical Indications (GI) system.

Importers, exporters, chambers of commerce, major retail chains, the HORECA sector, consumer organisations, and media are where invited to join this exciting program of interactive presentations, roundtable debate's and product-oriented sessions on the following categories:

- Cheeses and dairy products
- Wines, spirits, and beers
- Animal products: bovine meat, pork, processed meat products, poultry
- Fruits and vegetables, olive oil
- Processed agricultural products

Welcoming our New Member



VIBAC Group is a multinational enterprise and one of the world's leading companies in the Pressure Sensitive Self Adhesive Tapes (PSA) and specialty Packaging Films industry (BOPP). With 6 manufacturing plants across Europe and America, the Group serves multiple high-demanding industries including Food & Beverage, FMCG, Packaging & Labelling, Transportation & Logistics, Building & Construction, Automotive Aftermarket, Painting & Decorating, E-commerce, and Home improvement.

Vibac's quality standards are amongst the highest in the industry. Their efforts and investments play a key role in achieving and maintaining leading competitive positions in the fields of Food & Beverage, FMCG, Packaging & Labelling, Transportation & Logistics, Building & Construction, Automotive Aftermarket, Painting & Decorating, E-commerce, and Home improvement.

Vibac carefully develops self-adhesive tapes to the smallest detail, taking into account their end-users and their uses by satisfying the most demanding customers. The group's extensive sales and distribution network allow them to deliver anywhere in the world. Vibac offers its customers a wide range of products thanks to a vertically integrated production process. This allows Vibac to be able to handle the entire production chain of film and adhesive tape.

Vibac is contributing to the growth of different industries:

- Packaging and Labelling
- Transportation and Logistics
- E-commerce and business services
- Building and Automotive
- Professional painting and DIY

Vibac is serving different channels:

- Converters / Printers
- Wholesalers / Distributors
- Professional dealers
- Industrial enterprises
- Large-scale retail trade

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Welcome to Italcham!!